



## Starting to sell your work as a visual artist/ maker

Selling your work can be much harder than making it in the first place. Marketing often does not come naturally, so here are some pointers on things to think about:

### 1) What makes your work different:

Think about what makes your work unique and why someone might choose it over something else in a gallery or shop. In other words what is your unique selling point? Use that in your written material.

### 2) Presenting your work:

How and where do you present your work?

- Who is likely to buy your work? Think about where those sort of customers will go to buy. Which galleries, shops, fairs are likely to attract your sort of buyer?
- make sure you have a good collection of work to present to a gallery/shop
- Make sure your work is well displayed, framed, packaged and labelled (both when sold by you or by a gallery/shop)
- have some information about you attached to it – the buyer will want to know more about the artist so the personal touch is important

### 3) Pricing your work:

It is your responsibility to set a price for your work. A gallery or shop will add commission to that price so you need to establish what amount the customer will have to pay. Take into account:

- what is charged in other galleries for the same sort of work – do some research
- how much it cost you to make – ideally you will want to get a decent rate per hour to include covering all your costs and equipment. Some 2D artists have a target price per square inch/cm if the work is labour-intensive.
- how you want to be perceived: affordable, market average, premium/luxury

#### **4) Promotion**

- Decide what you want to use as your brand. This could just be your name in a particular colour or typeface. Use it on all your promotional info eg stationery, private view cards, website so people start to recognise it
- If you have or are planning a website make sure you know what it's for: eg a portfolio for galleries and customers to look at; somewhere to sell. You may want to use a portfolio site rather than making your own.
- Buying an artwork is a very personal thing and ongoing contact with the artist is intriguing and very welcome for most customers. To keep in touch with past and potential customers and funders - keep a database and send them newsletters, invites to Private Views, information about what you are up to and where you are exhibiting.
- Make sure you assess everything you do to help you make decisions about what is worth doing again. Keep records on many sales or contacts did you get from each fair, gallery, website, advert, mailing, press article, open studio.

#### **Other sources of advice & support:**

[www.creativeleicestershire.org.uk](http://www.creativeleicestershire.org.uk)

[www.madeinleicestershire.org.uk](http://www.madeinleicestershire.org.uk)

[www.designfactory.org.uk](http://www.designfactory.org.uk)

The Ferrers Gallery run a marketing course for visual artists and craftspeople. See [www.ferrersgallery.co.uk](http://www.ferrersgallery.co.uk) or call 01332 863337 for more information.